

Editor Notes



Dear Esteemed Readers

It is with great pleasure that we present to you the 5th issue of "Applied Management Perspectives." As stewards of this biannual journal, we are thrilled to continue our journey through the dynamic landscape of management practices, insights, and innovations.

In this edition, we delve deeper into the intricate tapestry of applied management, exploring a diverse array of topics that reflect the ever-evolving nature of the field. Our contributors have astutely examined emerging trends, best practices, and challenges across various domains, offering valuable insights and perspectives that resonate with the complexities of today's global business environment. This issue showcases the resilience and adaptability of the management community in the face of unprecedented challenges. From navigating the disruptions wrought by the ongoing global security crisis to harnessing the power of technological advancements, our contributors provide nuanced analyses and practical strategies to navigate uncertainty and drive sustainable growth.

Furthermore, this issue explores critical themes such as leadership effectiveness, organizational resilience, business analytics, financial planning and the imperative of ethical decision-making in a rapidly changing world. These articles serve as a testament to the depth and breadth of knowledge within the management discipline and underscore the importance of continual learning and adaptation. We extend our heartfelt gratitude to all our contributors for their scholarly contributions, which serve as catalysts for meaningful dialogue and intellectual inquiry. We also express our sincere appreciation to the leadership of Presidency University for their steadfast support and commitment to academic excellence.

With earnest gratitude and profound thanks, we would like to acknowledge the continuous guidance of Dr Nissar Ahmed, Chancellor, Dr Anubha Singh, Vice Chancellor, Dr Surendra Kumar A.M - Pro-Vice Chancellor, Dr. Sameena Noor Ahmed Panali, Registrar of Presidency University and Mr. Mrinmoy Biswas, Registrar - Accreditations & Corporate Relations for their initiative, continuous encouragement and motivation.

We wish to thank the SOM Director Dr Arul M J, Editor-in-Chief Dr K Srinivasan - Dean, School of Management, for his guidance and untiring support, in ensuring that the issue sees the light of the day. We are also extremely thankful to the Dr Prema Sankaran, Associate Dean, School of Management and Dr Prachi Beriwal - Associate Dean - SOM who has been a pillar of strength and motivation, all through the journey.

As you engage with the articles in this issue, we encourage you to approach them with curiosity and an open mind. Let us continue to learn, collaborate, and innovate as we navigate the complex and dynamic terrain of applied management.

Thank you for your continued support and readership.

Warm regards,
Dr Virupaksha Goud